

IDEAS FOR USING OR LEVERAGING SOCIAL MEDIA TO ENCOURAGE PREPAREDNESS

Do you or your organization use Twitter or Facebook? This Holiday Season, use your social media presence to help promote emergency preparedness and encourage people to take action. This year we will be using the hashtag “#Resolve” to help promote the *Resolve to be Ready* campaign. By including “#Resolve” with each of your messages, you can help promote preparedness among all your followers and fans. Also, use #ImPrepared to share what you’ve done to get prepared for emergencies with your own twitter followers.

We will be promoting *Resolve to be Ready* on Facebook and Twitter throughout December and January. Follow the *Ready* Campaign’s twitter account at www.twitter.com/readymdotgov and retweet messages, use the tweet ideas below, or create your own preparedness messages to help make our country safer and more resilient.

FEMA also offers several widgets which can be posted to blogs, wikis, and company and personal homepages. Please consider placing a widget on your website to help share updates on emergency situations, preparedness information and safety tools with your audience. The widgets including the code your web team or webmaster needs to add it to your site and can be found at <http://www.fema.gov/help/widgets/>

33 Sample Tweets

1. Take advantage of the New Year! In 2012, #Resolve to be Prepared for emergencies. Check smoke alarms & put together an emergency kit
2. This New Year’s, #resolve to update your emergency contact numbers & emergency communications plan Ready.gov
3. Do you want to get preparedness training in the New Year? Find out how at citizencorps.gov #Resolve
4. Help your community or your office get Ready in 2012. Visit Ready.gov to get started #preparedness
5. The end of the year is a good time to back up computer files & operating systems, #Resolve to Be Ready in 2012 Ready.gov
6. It’s almost the New Year! Don’t drop the ball, #Resolve to be Ready in 2012 www.ready.gov
7. If you have a plan & get informed, you’ll be able to respond with less stress or worry during an emergency. #Resolve to Be Ready in 2012!
8. #Resolve to Be Ready! Set aside a little \$\$ each week for family emergency supplies, a little money goes a long way! Ready.gov
9. For this New Year’s resolution, make the goal of preparing you and your family for emergencies.
10. This Holiday Season, give the gift of peace of mind by getting prepared for emergencies Ready.gov
11. While winter weather threats vary across the US, everyone should have a basic emergency kit in their car Ready.gov #Resolve
12. Water emergencies can cause significant damage when water freezes in & around pipes; do you know how to shut off water valves? #Resolve
13. Have any of the items in your emergency kit expired? This New Year’s #Resolve to Be Ready by restocking any items approaching expiration
14. During cold months, keep your car’s gas tank at least half full for emergencies. This should keep the fuel line from freezing Ready.gov



15. Home fires involving holiday trees & other decorations cause an estimated 21 deaths yearly. Learn holiday fire safety <http://go.usa.gov/CvW>
16. Many families use candles during the holiday season, but remember they're never a proper substitute for a flashlight in an emergency kit
17. Have an electric garage door opener? Find where the manual release lever is located & learn how to operate it in case your power goes out
18. Does your community have an e-mail or text alert system? Visit your local emergency management Web site to find out <http://go.usa.gov/CHR>
19. Watches = severe weather is possible in upcoming days. Warnings = severe conditions have begun or will begin soon. weather.gov
20. Buy 2 or 3 cans of canned goods when they're on sale. This way you can slowly stock up your emergency kit without breaking your budget
21. Holiday trees & candles bring an increased risk of fire danger. Be smart, stay safe <http://go.usa.gov/CvW>
22. Your emergency kit should include copies of important documents (SS cards, medical cards, etc.) in a watertight bag, #Resolve to Be Ready!
23. During an extended power outage, ATMs & credit card machines may not work. Consider including extra \$\$ in your emergency kit this season
24. What items in your home use batteries? Start a list of battery powered items you own, along with the # & type of batteries required
25. The weather outside may be frightful, but being prepared is so delightful. #Resolve to be Ready in 2012 Ready.gov
26. Flashlights, extra batteries, & a hand-crank radio are great holiday gifts. Learn what else belongs in an emergency kit at <http://go.usa.gov/czw>
27. Doing some holiday shopping soon? Check your emergency kit & restock on any items approaching expiration. www.ready.gov
28. Time with family & friends is a great part of the holidays; let them know if they're part of your emergency contact list
29. This year, give the gift of preparedness. Lithium (or "long life") battery smoke alarms last up-to 10 yrs & should be tested monthly
30. Cooking is the #1 cause of winter residential building fires, help maintain a fire-safe home this season <http://go.usa.gov/Ctg>
31. Use #ImPrepared and share what you've done to get prepared for emergencies this holiday season #Resolve
32. Share how you've been getting prepared for emergencies during the holidays by using #ImPrepared
33. Tell your followers how you've been preparing for an emergency & use #ImPrepared #Resolve